

US EPA ARCHIVE DOCUMENT

EPA New England FY2015 Brownfields Grant Guidelines Workshop

October 28, 2014 - Sanford, ME & Providence, RI

October 29, 2014 – Chelmsford, MA & Montpelier, VT

October 30, 2014 - East Hartford, CT

October 31, 2014 - Manchester, NH

Purpose of the Workshop

- Provide an overview of the new Brownfields Grant Guidelines for FY2015
- Review the application process and requirements
- Provide an opportunity for Q&A



General Information



Sanford Mill Ribbon Cutting | Sanford, ME



Brownfields Definition

“... real property, the expansion, redevelopment, or reuse of which may be complicated by the presence or potential presence of hazardous substances, pollutants, contaminants, controlled substances, petroleum or petroleum products, or is mine-scarred land.”

Hazardous Substances
Petroleum Contamination
Asbestos & Lead Paint
Controlled Substances (e.g., Meth labs)
Mine-Scarred Lands
Other environmental contaminants



FY2014 Brownfields ARC Grant Program

	Nation-Wide	New England
Applications Received	590	141
Proposals Funded	264	72
Assessment	181	32
Cleanup	72	35
RLF	11	5
Total Funding	\$67 Million	\$17.5 Million



EPA Brownfields Funding

- In FY2015, EPA anticipates awarding 255 grants nationally for a total of \$ 59.5 M:
 - ✓ 165 Assessment Grants - \$ 41.4 M
 - ✓ 90 Cleanup Grants - \$ 18.1 M



Proposal Guidelines

- [FY15 AC Proposal Guidelines](#)
 - ✓ [Assessment](#)
 - ✓ [Cleanup](#)
- [FY15 AC Frequently Asked Questions \(FAQs\)](#)
- [FY 15 Summary of Changes](#)
- [FY15 Assessment Guideline Checklist](#)



Proposal Guidelines

USE THIS YEAR'S GUIDELINES!



Additional Resources

- [“Getting Started Preparing Your ARC Proposal Early”](#)
- [Technical Assistance to Brownfields \(TAB\)](#)
 - ✓ New Jersey Institute of Technology (NJIT) at tab@njit.edu or 973-642-4165
 - ✓ Assistance from TAB is limited. Contact them to discuss available services.



Proposal Submission Information



Chepachet Mill | Glocester, RI



Due Date & Mailing Instructions

- Hard Copy Submissions
 - ✓ Proposals must be **postmarked** by **December 19, 2014**.
 - ✓ Mail original to Environmental Management Support, Inc. (Address in Section IV.B.1).

OR

- Electronic Submissions
 - ✓ Proposals may be submitted electronically through www.grants.gov and must be **received** by **December 19, 2014** by **11:59 pm** Eastern Time.
 - ✓ See Section IV.B.2 for instructions.



Due Date & Mailing Instructions

- Regional Copy
 - ✓ Send an **email (PDF)** of the proposal to the EPA Regional Brownfields Contact. For New England:
Frank Gardner
5 Post Office Square
Suite 100, Mail Code OSRR07-2
Boston, MA 02109-3912
gardner.frank@epa.gov
 - ✓ Proposals **MUST** be sent to EMS to be included in the competition.



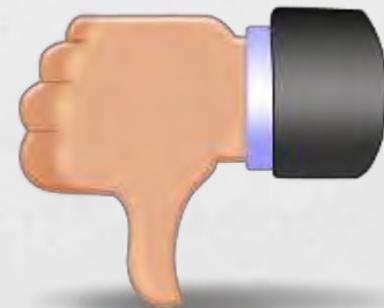
Content & Form of Proposal Submission

- You must submit separate proposals with separate transmittal letters as appropriate.
- Pages in excess of page limits **will be** removed and not evaluated.
- **Obey page limits!**
 - ✓ Transmittal Letter – 2 pages
 - ✓ Narrative Proposal (Ranking Criteria) – 15 pages
 - ✓ Limit number of attachments to Threshold Criteria, required items and key support letters. See checklist in Guidelines. **No other attachments will be considered!**



Content & Form of Proposal Submission

- Proposals **must** be:
 - ✓ Typed
 - ✓ On letter sized paper (8 ½ x 11)
- Proposals **should** be:
 - ✓ 12 point font
 - ✓ 1 inch margins (readability is paramount!)
- Proposals must **not** include:
 - ✓ Binders or spiral binding
 - ✓ Color printing
 - ✓ Photos and graphics



Proposal Review Information

- Threshold Criteria are evaluated by the Region. You may be contacted to clarify information in your proposal.
- Ranking Criteria are scored by EPA staff.
- Regional staff will provide information to the national evaluation panels regarding the responses to the Programmatic Capability ranking criteria.
- HQ makes final determinations.
- Spring 2015 award announcement.



What's New

General

- No Revolving Loan Fund Grants this year. An expanded RLF Supplemental round is anticipated in early 2015.
- Phase Is must be in accordance with ASTM E1527-13.
- A hard copy of your proposal must be sent to EMS **and** an electronic copy (PDF) to the Regional Brownfields Contact.
- Other Factors Checklist in Appendix 3 has been modified.



What's New

Ranking Criteria - General

- Community Need
 - ✓ Demographic Data table has been updated. **Use the national data in the chart in your proposal!**
- Community Engagement & Partnerships
 - ✓ Communicating Progress language has been revised.
 - ✓ Letters of Support are now Letters of Commitment.
- Project Benefits
 - ✓ Health and/or Welfare and Environmental Benefits is now divided into two criteria – Health and/or Welfare **and** Environmental



What's New

Ranking Criteria - General

- Project Benefits (continued)
 - ✓ Both guidelines have a criterion for Integrating Equitable Development or Livability Principles
 - ✓ Both guidelines have a criterion for Economic & Community Benefits
- Programmatic Capability/Past Performance
 - ✓ For states & tribes, 128(a) grants are now under “If you have ever received an EPA brownfields grant...” section.



What's New

Ranking Criteria - Assessment

- Revised language redefines how “new” and “existing/recent recipient” are defined. See **Section V.A. – Page 26-27.**
- If you were awarded an Assessment Grant or were part of a Coalition in FY2014, you **can apply again** this year.
- Project Description
 - ✓ New criterion for “Project Timing”. See **Section V.B.2.a.ii. – Page 30.**
- Community Engagement & Partnerships
 - ✓ New introductory paragraph language describing how this criterion will be evaluated. See **Section V.B.3. – Page 32-33.**



What's New

Ranking Criteria - Assessment

- Community Engagement & Partnerships (continued)
 - ✓ Community Involvement Plan and Communicating Progress are now separate criteria. See [Section V.B.3.a.i & ii. – Page 33.](#)
 - ✓ Partnerships with Governments Agencies has been revised. See [Section V.B.3.b. – Page 34.](#)



What's New

Ranking Criteria - Assessment

- Point Distribution

Criteria	FY 2014	FY 2015
Community Need	45	50
Project Description	50	50
Community Engagement	35	35
Project Benefits	30	25
Programmatic Capability	40	40
Total	200	200



What's New

Ranking Criteria - Cleanup

- Community Need
 - ✓ Impacts on Targeted Community language is restructured. See [Section V.B.1.b. – Page 30.](#)
- Community Engagement & Partnerships
 - ✓ New introductory paragraph language describing how this criterion will be evaluated. See [Section V.B.3. – Page 34.](#)
 - ✓ Partnerships with Government Agencies language is revised. See [Section V.B.3.b – Page 35.](#)



What's New

Ranking Criteria - Cleanup

- Point Distribution

Criteria	FY 2014	FY 2015
Community Need	15	20
Project Description	30	30
Community Engagement	15	15
Project Benefits	20	20
Programmatic Capability	20	20
Total	100	105



Proposal Submission Information

QUESTIONS?



Developing a Winning Strategy for Your Grant Proposal



Cotton Mill Square | Nashua, NH



Create an Overall Proposal Strategy

- The best strategy begins by finding the unique human interest story, or theme, that generates individuality to your proposal.
- Uniqueness happens simply by describing reality
 - ✓ Real people
 - ✓ Real brownfields
 - ✓ Real conditions & issues
 - ✓ Real partners
 - ✓ Real plans
 - ✓ Real goals
- Each section of the proposal needs to connect with this story and play out as a unified project.



Questions to ask in developing your proposal

- Where is community and economic planning happening (pre-established momentum)
- Is there a Brownfields project there with potential catalyst sites to build on?
- What's the neighborhood like? Is this a good target community for the proposal?
- Do the brownfields sites have a unique community and/or industrial history you can describe?
- What are the visual and underlying impacts to the neighborhood, environment and economy?
- Do your plans match the needs of the neighborhood (affordable housing, recreational space, mixed-use redevelopment, manufacturing jobs, etc.)?
- What's your budgeting strategy to move these sites one step closer to redevelopment?
- What other partners, funding and resources do you need to secure to continue moving these sites to redevelopment?
- What community partners are a good fit to help implement your Brownfields project?
- What results and changes do you hope to achieve from redeveloping these sites?



Link Your Story Together in Each of the Sections and Tie Them to Brownfields

- **Community Need**

- ✓ Here are the brownfields issues in our neighborhood and who we are trying to help with this grant.

- **Project Description & Feasibility of Success**

- ✓ Here is our community-based brownfields plan(s), our 3-year strategy for the money, and how we're going to get the rest of money to get to redevelopment.

- **Community Engagement & Partnerships**

- ✓ Here is our multifaceted plan for how we and our partners have and will engage the community in this project and involve them in the decisions being made.

- **Project Benefits**

- ✓ Here are the redevelopment goals we are striving for and the community-based results and benefits we hope to achieve from these brownfields sites.

- **Programmatic Capability**

- ✓ Here is our project “team” and our demonstrated ability to successfully manage the grant and produce the measurable results discussed in the proposal



Keep Your Story Clear and Consistent

For Example:

Community Need	Project Description	Community Engagement	Project Benefits
High Elderly Population	Will help assess sites for elderly housing and services.	Partnered with elderly support organizations, senior citizen groups, and downtown businesses.	Enables more elderly housing and services in the community.
Blighted Downtown	Sites are targeted near downtown area to address blight and maximize accessibility for senior citizens.	Actively engaging the senior community and chamber of commerce.	Removes blight and helps to revitalize the targeted downtown area. Walkability and nearby greenspace are key benefits for seniors.



Keep Your Story Clear and Consistent

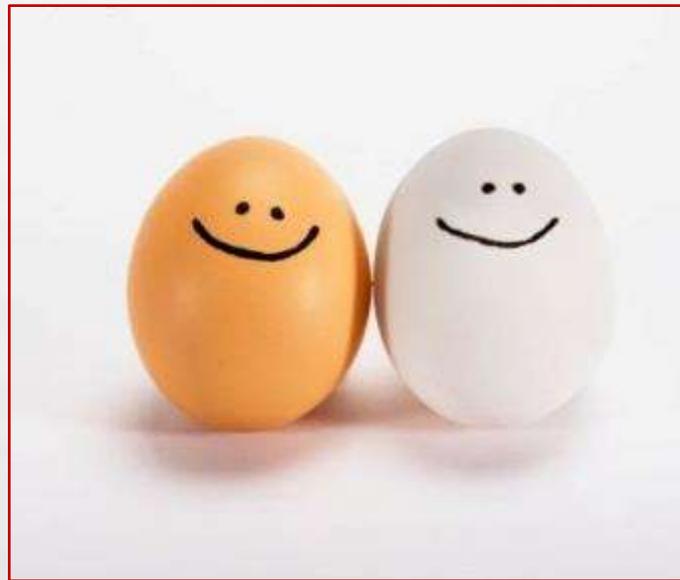
Further Examples:

Community Need	Project Description	Community Engagement	Project Benefits
<p>Diverse, multilingual population in a densely populated, blighted community.</p> <p>High asthma and school drop-out rates.</p>	<p>Will cleanup 3 parcels for community gardens, a farmer's market, and afterschool programs.</p> <p>Sites are near local schools, residential neighborhoods, and over a mile from the closest public park.</p>	<p>Partnered with the PTA, a local university for outreach on safe urban gardening, and a farmer's market association.</p> <p>Actively engaging the local residents and students in their primary languages.</p>	<p>Provides much needed healthful greenspace and afterschool support facilities.</p> <p>Removes blight and helps to engage residents and students together in a positive environment.</p>



Structuring Your Proposal

- Your job is to make a positive impression on the reviewers through clear objectives and engagement in your writing.



Format is Important

documented through print media, direct municipal communications in core communities, a comprehensive website dedicated to the discourse of Brownfields remediation, and direct meetings through organizations that represent targeted communities. After a thorough public notification process, open forum meetings will be held to ensure a suitable and extensive cross-section of involved communities in order to seek input on the development of remediated sites. Because of geographic proximity throughout the county, three open forum meetings will be held, consolidating the core communities: the Western Forum will focus on the Shippensburg Borough, Newburg Borough, and Newville Borough, the Central Forum will target the Mt. Holy Springs Borough, Carlisle Borough, and Mechanicsburg Borough, and the Eastern Forum will focus on the Westminster Borough, Camp Hill Borough, Lemoyne Borough, Wrentham Borough and New Cumberland Borough. These community forums will be held pre-ward to accept input and feedback throughout the process, and then again for a final review before implementation, for a total of six community meetings countywide.

Task 1 – Site Inventory and Characterization

The RA will, with the cooperation of the Cumberland County Planning Commission and upon receipt of public input, develop an inventory of potential potential Brownfield sites in the core communities. The RA will secure qualified environmental consultants to perform Phase I and Phase II assessments. The cost estimate for conducting Phase I assessments is \$20,000, which equates to 5 site assessments at @\$4,000 per site. Phase II assessments, including preparation of Sampling and Analysis Plans, sampling and analysis, data validation and reporting will be conducted according to ASTM standards, and Pennsylvania's Land Recycling and Environmental Remediation Standards Act (Act 2). It is contemplated that this task will include up to five Phase II assessments. The scope of work for the Phase II assessments will be site-specific based on the size, complexity and individual characteristics of each site. All Phase II assessments will include, at a minimum, the collection of soil and ground water (if present) samples using direct-push technology (e.g., Geoprobe®). Samples collected will be analyzed by a Pennsylvania Department of Environmental Protection (PADEP)-certified laboratory for the appropriate suite of analysis based on the hazardous substances that were used or suspected to have been used at each site. Depth-discrete soil samples will be collected from each boring for examination by the environmental consultant. A photoionization detector (PID) will be used to screen samples for volatile organic compounds (VOCs). The budgeted cost estimate provided includes 2 sites which will require this minimum Phase II work scope at an estimated cost of \$10,000 per site. It is anticipated that up to 2 sites will require additional site characterization beyond the basic Phase II work scope described above, which will include the installation of ground water monitoring wells and the collection of at least 2 rounds of ground water samples. The ground water monitoring wells will be constructed by a Pennsylvania-licensed well driller experienced in the drilling and construction of monitoring wells. The well boresholes will be extended approximately 10 to 20 feet into the first water bearing zone. The drill cuttings and fluids generated during drilling operations will be field screened for the presence of VOCs using a PID. Any drill cuttings or fluids that contain indications of impairment will be contained in 55-gallon drums or placed on plastic provided by the driller, and samples will be collected and laboratory analyzed to enable a decision regarding the final

2

- You never get a second chance at a first impression.
- Don't let your message get lost in the small print.
- Can you easily locate important information on this page (in the first read and looking back later on)?



Break Up Your Proposal into Manageable Parts

several programmatic expenses related to the management of the grant (i.e., salaries and fringe benefits for municipal employees working in the project) and community involvement activities.

II. Community Need

1. The Municipality of Salinas is a coastal area located in the south of Puerto Rico with a population of 31,113 (Census 2000) divided as follows: 14 years of age or less 2.67%; 15 to 24 years old, 21,150; over 25 years of age, 19,576. The population density per square mile is 324 and has a total living area (land area) of 96 square miles. The total amount of families below poverty level is 4,444 representing a 54.9 percent of the families below poverty level. The Census 2000 also indicates a 53.9 percent of the family with related children less than 3 years of age is below poverty level. A 30.1 percent of the families receiving Supplemental Social Security and/or public assistance are also below poverty level. The 79.9 percent of the family with female householder are below poverty level. The unemployment rate in the Municipality is 64.0 (Census 2000).

Because of its subhuman living conditions, 6 of its wards, specifically Pterota Vázquez, Barrios López, San Felipe, Mosquito, Botaguas, Villa Central, Playa, have been designated "Special Communities" by the Commonwealth of Puerto Rico and in such, receive assistance for special social, educational, and economic programs, such as rehabilitation of houses, electricity, community centers, sewage systems, sidewalks and street asphalt and lighting, among other services.

Also, the municipality of Salinas has one of the highest rates of disabled people in Puerto Rico (per census 2000: ages 5 to 20 - 10.6 percent; ages 21 to 64 - 30.0 percent; ages 65 and over - 69.3 percent), a high rate of school drop outs, a high rate of drugs and alcohol usage, and an elevated adolescent pregnancy rate. As per 2004 mortality rate statistics of the Puerto Rico Department of Health, the Municipality of Salinas has an average mortality rate of 683 deaths. The mortality rates per diseases are as follows: 103.3 for heart disease; 99.3 for diabetes; 84.3 for cancer; 39.1 for cerebral vascular; 47 pulmonary; 47.6 hypertension; 18.8 influenza; 15.7 liver disease; 209.8 others.

2. The residents of Aguirre from the Municipality of Salinas will benefit from this grant by restoring, preserving, redeveloping, and reducing exposure to contaminants at seven selected sites. The selection of these sites will be determined using the selection criteria described in Section C of this proposal. The Municipality of Salinas is committed to evaluate all the identified Brownfield sites; however, its main focus at this moment is the environmental assessment, redevelopment, restoration and preservation of the urban core of Aguirre.

The urban core of the ward of Aguirre from the Municipality of Salinas has been designated as a historical district. It is of the utmost importance that this historical district be preserved for study by scholars and for the enjoyment of future generations. Several of the buildings located in the historical district are listed in the National Register of Historical Buildings. Since it was the most important Sugar Plantation in the south part of Puerto Rico, it was developed as a Company Sugar Town in 1898. Its urban design and panoramic architecture has been recognized in Puerto Rico and the United States. Some of those buildings are currently

G. Ongoing Community Involvement

G.1 - Involving the Affected Community

As indicated in Section F, we have completed community involvement activities before submitting this application. If funded, we plan to expand community involvement efforts to include:

- Establishing a Brownfield Working Group
- Preparing a Community Involvement Plan
- Preparing a Brownfield fact sheet
- Holding public meetings
- Creating a Brownfield web page
- Updating economic development partners
- Holding Brownfield Owner and Developer workshops
- Effectiveness Evaluation

COMMUNITY OUTREACH PROGRAM		
Outreach Task	Purpose	Frequency
Brownfield Working Group	To guide program functions, including timing of execution, budgets, site selection, and site assessments.	Created within 3 months of award. Meet quarterly.
Community Involvement Plan	Define actions that will be taken to engage public and stakeholders and how we will monitor success.	Created within 3 months of award.
Fact Sheets	Educate and disseminate information. Project update included as well as JOURNAL LINKS.	Prepared twice a year.
Public Meetings	Seek input from public and stakeholders on program direction, including site selection and cleanup planning. Held in each county seat and on our two island headquarters.	At key phases of project including when awarded, after Phase I and Phase II FSAs, and during cleanup planning.
Web Page	Provide public and stakeholders access to information. Advertise public meetings and developer workshops. Post completed assessment reports and fact sheets. Post ongoing list of questions from public with answers.	Web page created upon award and updated every six months. Link to our program provided on county web sites.
Updating Economic Development Partners	Keep partners informed of issues. Build list of potential Brownfield sites in region. Market the Brownfield program.	Continually on informal basis. Formally, at economic development meetings in region.
Owner/Developer Workshops	Educate Brownfield site owners and developers of benefits of participating in program.	Two developer workshops in the first year.
Effectiveness Evaluation	Evaluate whether our Brownfield program is successful.	Quarterly.

See 1998 Developmental Corporation Community Web, Brownfield website Assessment Grant Proposal



Organize Your Response

- Number your pages.
- Address all criteria as they appear in the guidelines (Never Skip Anything!). Find creative answers or explain why it doesn't apply.
- Break out and number each part of each criterion separately, and **bold** or underline titles for easy navigation (e.g., **2ai Project Description**).
- Use key words from the question in your response (these words alert the reviewer to “here’s the answer”).
- Make sure the most important point appears early in the paragraph and stands out clearly.
- Editing is easier than the writing so don't worry about page limits until later. Then edit for value, and balance responses relative to criteria points.



Other Items to Consider

- Minimize the use of acronyms and technical/cultural jargon.
- Use positive verbs: “we are working”, “we will commit”.
- Ensure that your budget request in your transmittal letter actually matches your budget table.
- If different people write different sections, insure the proposal reads as coherently as possible. Plus there may be some duplication you can eliminate.
- Choose someone outside of the group for a fresh opinion.
- This workshop is ***NO SUBSTITUTE*** for reading and closely following the detailed Guidelines!



Organize Your Attachments

- Organize your attachments by including a separate cover page for appendices. For example:

Appendix A – Threshold Criteria

Appendix B – Leveraging Commitment(s)

Appendix C – Community Based Organization Letters

- Determine which attachments are required for the type of funding you are applying for.



Other Factors Checklist – Appendix 3

Attach to the Transmittal Letter

Other Factor	Page #
Community population is 10,000 or less.	
Federally recognized Indian tribe.	
United States territory.	
Applicant will assist a Tribe or territory.	
Targeted brownfield sites are impacted by mine-scarred land.	
Targeted brownfield sites are contaminated with controlled substances.	
Recent natural disaster(s) (2006 or later) occurred within community, causing significant community economic and environmental distress.	

For Assessment Only

Project is primarily focusing on Phase II assessments.	
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For Cleanup Only

Community is implementing green remediation plans.	
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Other Factors Checklist – Appendix 3

Attach to the Transmittal Letter

Applicant demonstrates firm leveraging commitments for facilitating brownfield project completion by identifying amounts and contributors of funding in the proposal and have included documentation.	
Community experienced manufacturing plant/power plant closure(s) (2008 or later) tied to the targeted brownfield sites or project area, including communities experiencing auto plant/power plant closures due to bankruptcy or economic disruptions.	
Recent (2008 or later) significant economic disruption (<u>unrelated</u> to a natural disaster or manufacturing/auto plant/power plant closure) has occurred within community, resulting in a significant percentage loss of community jobs and tax base.	



Other Factors Checklist – Appendix 3

Attach to the Transmittal Letter

<p>Applicant is one of the 12 recipients, or a core partner/implementation strategy party, of a “manufacturing community” designation provided by the Economic Development Administration (EDA) under the Investing in Manufacturing Communities Partnership (IMCP). To be considered, applicants must clearly demonstrate in the proposal the nexus between their IMCP designation and the Brownfield activities. Additionally, applicants must attach documentation which demonstrate either designation as one of the 12 recipients, or relevant pages from a recipient’s IMCP proposal which lists/describes the core partners and implementation strategy parties. A core partner/implementation strategy party is a local partner organization/jurisdiction that will carry out the proposed strategy, as demonstrated in letters of commitment or memoranda of understanding which documents their contributions, roles, and responsibilities to the partnership. EDA may provide to</p>	
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Other Factors Checklist – Appendix 3

Attach to the Transmittal Letter

<p>EPA a list of the core partners/implementation strategy parties for each of the 12 “manufacturing community” designees, which EPA would use to verify this other factor.</p>	
<p>Applicant will serve an area designated as a federal, state, or local Empowerment Zone or Renewal Community. To be considered, applicant must attach documentation which demonstrates this current designation.</p>	
<p>Applicant is a recipient or a core partner of HUD-DOT-EPA Partnership for Sustainable Communities (PSC) grant funding or technical assistance that is directly tied to the proposed Brownfields project, and can demonstrate that funding from a PSC grant/technical assistance has or will benefit the project area. Examples of PSC grant or technical assistance include a HUD Regional Planning or Challenge grant, DOT Transportation Investment Generating Economic Recovery (TIGER), or EPA Smart Growth Implementation or Building Blocks Assistance, etc. To be considered, applicant must attach documentation.</p>	
<p>Applicant is a HUD Promise Zone community. To be considered, applicant must attach documentation.</p>	
<p>Applicant is a recipient of an EPA Brownfields Area-Wide Planning grant.</p>	



Other Factors Checklist

Partnerships for Sustainable Communities (PSC)

- You do not have to be the direct grantee to indicate on the special considerations checklist that you are part of a PSC project.
- You may check this box if you are a partner or a beneficiary of a PSC grant.
- Documentation of this may be a section of a workplan indicating your partnership, a preferred sustainability status letter from HUD, or a letter from a PSC grantee affirming benefits to your targeted community.
- If you have questions whether or not you can check this box, contact Jessica Dominguez at dominguez.jessica@epa.gov.



SAM & DUNS (Section VI.G)

- **All applicants** must be registered in the System for Award Management (SAM)
 - ✓ SAM information is located at <https://www.sam.gov/portal/public/SAM/>
 - ✓ Make sure you are **active in SAM before submitting your proposal**
 - ✓ You must maintain an active registration during the application, award and grant time frames
- All applicants must have a Data Universal Numbering System (DUNS) number
 - ✓ DUNS information is located at <http://www.dnb.com/>



Developing a Winning Strategy for Your Grant Proposal

QUESTIONS?

